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Title:
Opening Building and Furnishing Expo, Wayville

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SPEECH BY THE PREMIER, MR. DUNSTAN, OPENING BUILDING AND FURNISHING
EXPO, WAYVILLE.

21/4/72

LADIES AND GENTLEMEN;

I WAS DELIGHTED TO BE ASKED TO OPEN THIS YEAR'S BUILDING AND FURNISHING EXPO. THE EXHIBITION PROVIDES ORDINARY SOUTH AUSTRALIANS AS WELL AS BUILDERS, TRADESMEN AND ARCHITECTS WITH A VALUABLE SHOPWINDOW ON THE LATEST DEVELOPMENTS AND TRENDS IN WHAT, FOR MOST OF US, REPRESENTS THE BIGGEST INVESTMENT WE MAKE IN A LIFETIME - BUYING AND FURNISHING A HOME. THE EXHIBITION HAS BEEN VERY CAREFULLY PLANNED AND IMAGINATIVELY DESIGNED TO PROVIDE THE 60-THOUSAND PEOPLE EXPECTED TO SEE IT WITH ENTERTAINMENT AS WELL AS INFORMATION. I THINK ONE OF THE MOST SIGNIFICANT ASPECTS OF THIS YEAR'S DISPLAY IS THE OBVIOUSLY INCREASING IMPORTANCE BUILDERS AND FURNITURE MANUFACTURERS ARE GIVING TO DESIGN. I THINK THIS IS EXTREMELY WELCOME. I THINK, TOO, THAT IT'S ABSOLUTELY ESSENTIAL. FURNITURE MAKING IS ONE OF THOSE AREAS IN WHICH CRAFTSMANSHIP AND QUALITY DESIGN CAN BE AS IMPORTANT AS MASS PRODUCTION. IN THE SCANDINAVIAN COUNTRIES, A LONG TRADITION OF QUALITY CRAFTSMANSHIP HAS BEEN COMBINED VERY SUCCESSFULLY WITH MODERN INDUSTRIAL TECHNIQUES. AND THE RESULT HAS BEEN THE PRODUCTION OF SUPERBLY DESIGNED FURNITURE AND FURNISHING MATERIALS AT PRICES WHICH EVERYONE CAN AFFORD. THIS HAS GIVEN THEM AN INTERNATIONAL REPUTATION FOR EXCELLENCE AND HAS CREATED A WORLD-WIDE DEMAND FOR THEIR PRODUCTS. IN SOUTH AUSTRALIA WHERE WE ALSO HAVE A TRADITION OF HIGHLY-SKILLED CRAFTSMEN AND TECHNICIANS, I'VE OFTEN BEEN SURPRISED IN THE PAST TO FIND HOW MANY OF OUR INDUSTRIALISTS HAVE BEEN TARDY IN TAKING NOTE OF HOW GOOD DESIGN AND STRONG SALES GO HAND IN HAND. WE, AS A GOVERNMENT, HAVE GREATLY EXPANDED THE FUNDS AVAILABLE FOR DESIGN PROMOTION TO ENCOURAGE MORE MANUFACTURERS TO APPLY NEW DESIGN METHODS TO THEIR PRODUCTS. I THINK SOUTH AUSTRALIANS GENERALLY ARE NOW MORE DESIGN CONSCIOUS THAN EVER BEFORE AND THAT THIS IS REFLECTED IN THE QUALITY OF MANY OF THE EXHIBITS ON DISPLAY HERE.

WE HAVE THE POTENTIAL TO BECOME THE LEADING DESIGN INDUSTRY STATE OF AUSTRALIA AND WE CAN ACHIEVE HERE THE SAME KIND OF SUCCESS WHICH HAS BEEN ACHIEVED IN SCANDINAVIA.

THIS EXPO OFFERS MANY EXAMPLES OF WHAT CAN BE DONE IN COMBINING UTILITY AND EXCELLENCE.

IT'S INFORMATIVE AND STIMULATING AND I'M SURE THAT OVER THE NINE DAYS IN WHICH IT'S OPEN IT WILL GIVE MANY PEOPLE A LOT OF PLEASURE. AND I NOW OFFICIALLY - AND BY REMOTE CONTROL - DECLARE IT OPEN.